WHAT IS CLAIMED IS:

1   1. A method of facilitating a transaction, comprising:

2   receiving from a player an indication associated with an item;

3   determining a game event outcome associated with the player; and

4   arranging for the player to receive the item based on information associated with

5   the item and the game event outcome.

1   2. The method of claim 1, wherein the item comprises at least one of: (i) a product,

2   (ii) a service, (iii) an alternate currency amount, (iv) a reduction in a retail price associated

3   with the item, (v) a reduction of an amount previously owed by the player, (vi) a future

4   game event, and (vii) an increase in an amount of payment to be received by the player.

1   3. The method of claim 1, wherein said receiving comprises:

2   receiving the indication from at least one of: (i) a player device, and (ii) a merchant

3   device.

1   4. The method of claim 3, wherein said receiving is performed via at least one of:

2   (i) a Web site, (ii) the Internet, (iii) a gaming device, (iv) a personal digital assistant, (v) a

3   kiosk, (vi) an electronic mail message, (vii) postal mail, (viii) a telephone, (ix) an

4   interactive voice response unit, (x) an operator terminal, (xi) a point of sale terminal, and

5   (xii) a shopping cart device.

1   5. The method of claim 1, wherein the indication includes at least one of: (i) an

2   item identifier, (ii) an item category, and (iii) an item feature.

1   6. The method of claim 1, wherein the indication includes at least one of: (i) an

2   item price, (ii) a reduced item price, (iii) a player-defined item price, and (iv) a player-

3   selected item price.

1   7. The method of claim 1, wherein the indication includes a probability of the

2   player receiving the item.

1   8. The method of claim 1, wherein the indication includes a player identifier.

1   9. The method of claim 1, wherein the indication includes a game event identifier.

1   10. The method of claim 1, further comprising:

2   displaying a list of available items to the player,

3   wherein the indication associated with the item comprises a selection from the list

4 of available items.

1   11. The method of claim 1, further comprising:

2   in response to the received indication, offering to provide a substitute item to the

3 player,

4   wherein said arranging comprises arranging for the player to receive the substitute

5 item based on the game event outcome.

1   12. The method of claim 1, wherein the received indication comprises an indication

2 that the player is interested in purchasing the item.

1   13. The method of claim 1, wherein the game event comprises at least one of: (i) a

2 lottery game, (ii) an instant-type lottery game, (iii) a game of chance, and (iv) a game of

3 skill.

1   14. The method of claim 1, wherein said determining comprises determining a

2 payout amount associated with the game event.

1   15. The method of claim 1, wherein said determining is based on at least one of: (i)

2 an expected value associated with the game event, (ii) a wager amount, (iii) a pre-stored

3 outcome, (iv) a received outcome, and (v) a randomly generated outcome.

1   16. The method of claim 1, wherein the player provides payment in exchange for

2 the game event before the indication is received.

1   17. The method of claim 1, wherein the player provides payment in exchange for

2 the game event after the indication is received.

1   18. The method of claim 1, wherein the player provides payment in exchange for

2 the game event at substantially the same time the indication is received.

1   19. The method of claim 1, wherein the game event is associated with a lottery

2 provider and the player receives the item from a retail store where the item is offered for

3 sale.

1   20. The method of claim 1, wherein a seller arranges for the item to be provided to

2 the player in exchange for payment of an amount based on the game event outcome.

1   21. The method of claim 1, wherein the information associated with the item

2 comprises at least one of: (i) a retail price, (ii) an item cost, (iii) a minimum acceptable

3 price, (iv) a minimum acceptable profit, (v) a discount amount, (vi) a product conveyance

4 rule, (vii) revenue management information, (viii) supply information, and (ix) demand

5 information.

1   22. The method of claim 1, wherein said arranging is further based on at least one

2 of: (i) information associated with the player, (ii) information associated with a merchant,

3 (iii) information associated with a lottery provider, and (iv) information associated with a

4 seller.

1   23. The method of claim 1, wherein the game event outcome comprises a payout

2 amount, and said arranging further comprises:

3   determining a price associated with the item; and

4   comparing the price to the payout amount,

5   wherein said arranging is performed if the price is within a predetermined range of

6 the payout amount.

1   24. The method of claim 1, wherein the game event outcome comprises a payout

2 amount, and said arranging further comprises:

3   transmitting a transaction request, including the payout amount, to a merchant

4   device; and

5   receiving a transaction response from the merchant device,

6   wherein said arranging is performed based on the transaction response.

1   25. The method of claim 1, wherein said arranging further comprises:

2   converting a payout amount to an alternate currency associated with a merchant.

1   26. The method of claim 1, wherein said arranging further comprises:

2   based on the information associated with the item, adjusting information associated

3   with the game event in accordance with at least one of: (i) a predetermined formula, (ii) a

4   predetermined rule, and (iii) a conversion table.

1   27. The method of claim 1, wherein said arranging comprises:

2   transmitting information enabling the item to be delivered to the player.

1   28. The method of claim 1, wherein said arranging comprises:

2   transmitting information enabling the player to take possession of the item.

1   29. The method of claim 1, wherein at least one of (i) the information associated

2   with the item, and (ii) the outcome associated with the game event are not displayed to the

3   player.

1   30. The method of claim 1, further comprising:

2   determining at least one of: (i) an event wager amount, (ii) a number of game

3   events, and (iii) a probability that the item will be provided to the player.

1   31. The method of claim 1, further comprising:

2   displaying to the player at least one of: (i) a required wager amount, (ii) a required

3   number of game events, (iii) a suggested wager amount, (iv) a suggested number of game

4   events, and (v) a probability that the item will be provided to the player.

1   32. The method of claim 1, wherein the item is provided to the player by a

2 merchant, and further comprising:

3   arranging for the merchant to receive payment in exchange for providing the item to

4 the player.

1   33. The method of claim 1, further comprising:

2   determining an excess payout amount; and

3   arranging for the excess payout amount to be provided to at least one of: (i) a lottery

4 provider, (ii) a merchant that provided the item to the player, (iii) a seller that sold the item

5 to the player, and (iv) the player.

1   34. The method of claim 1, wherein information associated with the item is

2 incorporated into play of a game associated with the game event.

1   35. An apparatus, comprising:

2   a processor; and

3   a storage device in communication with said processor and storing instructions

4 adapted to be executed by said processor to:

5   receive from a player an indication associated with an item;

6   determine a game event outcome associated with the player; and

7   arrange for the player to receive the item based on information associated

8 with the item and the game event outcome.

1   36. The apparatus of claim 35, wherein said storage device further stores at least

2 one of: (i) an player outcome database, (ii) an inventory database, (iii) a product request

3 database, (iv) a product conveyance database, (v) a redemption database, and (vi) a

4 provider outcome database.

1   37. The apparatus of claim 35, further comprising:

2   a communication device coupled to said processor and adapted to communicate

3 with at least one of: (i) a player device, (ii) a lottery device, (iii) a merchant device, (iv) a

4 controller, (v) a subsidy provider device, (vi) a seller device, and (vii) a payment device.

1   38. A ●ium storing instructions adapted to be exe●d by a processor to

2 perform a method of facilitating a transaction, said method comprising:

3   receiving from a player an indication associated with an item;

4   determining a game event outcome associated with the player; and

5   arranging for the player to receive the item based on information associated with

6 the item and the game event outcome.

1   39. A computer-implemented method of facilitating a transaction, comprising:

2   receiving from a player payment of a wager amount in exchange for a lottery ticket;

3   receiving from the player a product identifier associated with a product;

4   determining a price associated with the product identifier;

5   determining a payout amount associated with the lottery ticket;

6   comparing the price and the payout amount; and

7   if the payout amount is within a predetermined range of the price, transmitting

8 information enabling the player to receive the product from a merchant.